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CLAIMS

- 5 1. Dye carrier composition containing oxidative and/or nonoxidative dyes, characterized in that it is free of fatty alcohol alkoxylates and that it contains a combination of
- (a) at least one fatty alcohol with 14 to 60 carbon atoms,
- (b) at least one alkanolamide,
- 10 (c) at least one fatty ester and
- (d) at least one anionic surfactant,
- the weight ratio of fatty alcohol (a) to alkanolamide (b) being equal to 1:4 to 4:1.
2. Dye carrier composition as defined in claim 1, characterized in that the fatty alcohol (a) and the alkanolamide (b) are present in a weight ratio from 1:1.7 to 2:1.
- 15 3. Dye carrier composition as defined in claim 1 or 2, characterized in that the weight ratio of fatty ester (c) to the anionic surfactant (d) is equal to 1:7 to 7:1.
- 20 4. Dye carrier composition as defined in one of claims 1 to 3, characterized in that the fatty alcohol (a) is selected from among cetyl alcohol, stearyl alcohol, behenyl alcohol, myristyl alcohol, isooctyl alcohol, isotridecyl alcohol, mixtures of  $C_{30}$ - $C_{50}$  alcohols and  $C_{40}$ - $C_{60}$  alcohols as well as a mixture of these compounds.
- 25 5. Dye carrier composition as defined in one of claims 1 to 4, characterized in that the alkanolamide (b) is selected from among the N-acyl derivatives of monoethanolamine or diethanolamine.
- 30 6. Dye carrier composition as defined in one of claims 1 to 5, characterized in that the fatty ester (c) is selected from among the monofatty acid or difatty acid esters of ethylene glycol, mono-fatty acid or difatty acid esters of polyethylene glycol and monofatty acid or difatty acid esters of glycerol.
- 35 7. Dye carrier composition as defined in claim 6, characterized in that the fatty acid ester (c) is selected from among ethylene glycol distearate, glyceryl dioleate, glyceryl stearate, glyceryl distearate, glyceryl dibehenate and PEG-3 distearate.
- 40 8. Dye carrier composition as defined in one of claims 1 to 7, characterized in that the anionic surfactant (d) is selected from among the salts and esters of carboxylic acids, alkyl ether sulfates, alkyl sulfates, fatty alcohol ether sulfates, sulfonic acids and the salts thereof, phosphate esters and the salts thereof and acylamino acids and the salts thereof.

9. Dye carrier composition as defined in one of claims 1 to 8, characterized in that the fatty alcohol (a) and the alkanolamide (b) are contained in said composition in a total amount from 6 to 20 weight percent each.
10. Dye carrier composition as defined in one of claims 1 to 8, characterized in that the fatty ester (c) and the anionic surfactant (d) are contained in said composition in a total amount from 0.1 to 15 weight percent each.
11. Dye carrier composition as defined in one of claims 1 to 10, characterized in that it is free of monomeric quaternary ammonium compounds and cationic emulsifiers and surfactants.
12. Agent for oxidative coloring of hair, characterized in that it is obtained by mixing a dye carrier composition as defined in one of claims 1 to 11 with an oxidant.
13. Agent as defined in claim 12, characterized in that the oxidant is hydrogen peroxide.
14. Use of a combination of
- (a) at least one fatty alcohol with 14 to 60 carbon atoms,
  - (b) at least one alkanolamide,
  - (c) at least one fatty ester and
  - (d) at least one anionic surfactant,
- the weight ratio of fatty alcohol (a) to alkanolamide (b) being equal to 1:4 to 4:1, for creating a nacreous luster effect in dye carrier compositions and in colorants for keratin fibers, particularly human hair.
15. Use of a combination of
- (a) 6 to 20 weight percent of at least one fatty alcohol with 14 to 60 carbon atoms,
  - (b) 6 to 20 weight percent of at least one alkanolamide,
  - (c) 0.1 to 15 weight percent of at least one fatty ester and
  - (d) 0.1 to 15 weight percent of at least one anionic surfactant,
- the weight ratio of fatty alcohol (a) to alkanolamide (b) being equal to 1:4 to 4:1 for creating a nacreous luster effect in dye carrier compositions and in colorants for keratin fibers, particularly human hair.
16. Use as defined in claim 14 or 15, characterized in that the weight ratio of fatty alcohol (a) to alkanolamide (b) is equal to 1:1.7 to 2:1.